



European
Route
of Industrial
Heritage

Cultural route
of the Council of Europe
Itinéraire culturel
du Conseil de l'Europe



European Route of Industrial Heritage



ERIH WORK it OUT #4 European Dance Event

Summary

Despite COVID-19 restrictions, the 4th WORK it OUT was again a great community experience. At 3 p.m. CET on 12 September - in Germany also the "Day of the Open Monument" - mostly young teams presented a great show. They were connected not only by the joint choreography of the Frankfurt dance agency MyDancers to the song "EmpoweringUs" by Dennis Los + Nike, but also by a live stream from the Kulturbrauerei in Berlin, skillfully presented by TV presenter Clarissa Corrêa da Silva and peppered with live broadcasts to the individual locations and interviews with interlocutors throughout Europe.

The dance event takes up activities of children and young people (dancing, taking photos and videos and posting them on social media) and invites them to the industrial culture locations. Numerous on-site spectators (parents, families, friends) accompany the dancers on site. The event was accompanied by an extensive social media campaign by ERIH, reaching more than 3 million people. The dancers and spectators on site post themselves. All posts are collected on a social wall. The locations produce videos, which are published on the ERIH YouTube channel. Additional attention is brought by a Facebook competition. The three videos with the most likes will receive a cash prize.

The concept, which was developed during the European Heritage Year 2018, aims to attract young people, for whom industrial culture has not been interesting so far, to the sites. While using the industrial sites as a backdrop for their dance performance, photos and videos, ERIH communicates Europe's shared industrial past to them.

The concept can be implemented at large and small locations. The dance groups range in size from ten to several hundred dancers. This is a truly pan-European event that connects industrial heritage sites across Europe and promotes the idea of ERIH.

Main objectives

- Raise awareness for European Industrial Heritage
- Attract children and young people to discover industrial heritage in a playful way.

More information: <https://www.erih.net/projects/erih-dance-event-work-it-out>

Main outcomes

- More than 3,000 dancers at 35 sites in 14 countries
- Common dance performance on "Day of open monument"
- 29 videos produced at the sites and published on YouTube
- One composite video of all sites participating in the dance event
- More than 3 million people reached by social media campaigns
- A lot of fun for dancers, spectators on site and on the web

Fields of action

- Co-operation in research and development
- Enhancement of memory, history and European heritage
- Cultural and educational exchanges for young Europeans
- Contemporary cultural and artistic practice
- Cultural tourism and sustainable cultural development

Type of Best practice

Festival

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Date and Venue

12 September 2021
35 heritage sites in 14
European countries

General Assembly Meeting

6 October 2021
Gent, Belgium